

3
SEP11/12 16.16
*** WPXI-TV ***

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENT
ORDER WORKSHEET

REP HEADLINE# 6311711
*** ORIGINAL REV#0 ***

ADV # 13937 ADV. NAME ISS/NRCC-IE

AGY #	AGY.	NAME	NAT'L MEDIA	RESEARCH	PLANNING	PLAC
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815 SLATERS LANE

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6311711

PRDCT NRCC 09/12 EST#3184 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES	SEP12/12	SEP16/12	WK-1
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15
16	16	16	16
17	17	17	17
18	18	18	18
19	19	19	19
20	20	20	20
21	21	21	21
22	22	22	22
23	23	23	23
24	24	24	24
25	25	25	25
26	26	26	26
27	27	27	27
28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31

CITY TAX **STATE TAX** **CO-OP BILLING NEEDED**

DATE SEP11/12 16.16

REP: TO NSM/NSA
FR LINDSEY FOR CHERYL
NEW ORDER
TTLS\$18,760
PLEASE CONFIRM, HANKS

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START	:END	:SPTS:	WEEK	:DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	:DATE	:DATE	: /WK:	INVT	:	:SPTS:

AGENCY ADVERTISER CODE = 155
AGENCY PRODUCT CODE = 426

1	1100P-1135P	30	9/14	1	FRI	1
1	1100P-1135P	30	9/14	1	FRI	1

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PROGRAM : CHNL 11 NWS-11<
CON COM1: CHNL 11 NWS-11<
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2	1135P-1235A	30	9/14	1	FRI	1
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PROGRAM : TONITE SHW-NBC<
CON COM1 : TONITE SHW-NBC<

REP: TEL# 215-564-1206 FAX# 215 564 1103

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
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:LINE#:REP :LINE#:	:CD: :	TIME PERIOD :	: LGTH : :	: SEC : :	RATE :	: START : : DATE :	: END : : DATE :	:SPTS: : /WK :	WEEK : INVT :	DAYS :	:TOTL: :SPTS:
3		1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30	5	\$200.00	9/14	9/14	1		FRI	1
4		135A-205A PROGRAM : C-DALY-NBC< CON COM1: C-DALY-NBC<	30	5	\$125.00	9/14	9/14	1		FRI	1
5		430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30	5	\$125.00	9/14	9/14	1		FRI	1
6		500P-530P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	5	\$600.00	9/14	9/14	1		FRI	1
7		530P-600P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	5	\$600.00	9/14	9/14	1		FRI	1
8		700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	5	\$1,250.00	9/14	9/14	1		FRI	1
9		700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30	5	\$475.00	9/14	9/14	1		FRI	1
10		800P-900P PROGRAM : WHO DO YOU THINK? CON COM1: WHO DO YOU THINK?	30	5	\$1,000.00	9/14	9/14	1		FRI	1
11		600P-630P PROGRAM : CH 11 NWS-6PM CON COM1: CH 11 NWS-6PM	30	5	\$475.00	9/15	9/15	1		SAT	1

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*** ORIGINAL REV#0 ***

:LINE#:REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	WEEK INVT	DAYS	:TOTL: SPTS:
12		600A-800A	30	5	\$265.00	9/15	9/15	1		SAT	1
PROGRAM : CH11NW ERLY-AM/CH11 NWS SA AM											
CON COM1: CH11NW ERLY-AM/CH11 NWS SA AM											
13		800A-1030A	30	5	\$275.00	9/15	9/15	2		SAT	2
PROGRAM : CH11 NWS SA AM<											
CON COM1: CH11 NWS SA AM<											
14		530A-800A	30	5	\$265.00	9/16	9/16	3		SUN	3
PROGRAM : SUN MRN NWS											
CON COM1: SUN MRN NWS											
15		600P-630P	30	5	\$500.00	9/16	9/16	1		SUN	1
PROGRAM : CH 11 NWS-6PM											
CON COM1: CH 11 NWS-6PM											
16		800A-1000A	30	5	\$275.00	9/16	9/16	2		SUN	2
PROGRAM : CH11 NWS SU AM											
CON COM1: CH11 NWS SU AM											
17		1100P-1135P	30	5	\$1,500.00	9/13	9/13	1		THU	1
PROGRAM : CHNL 11 NWS-11<											
CON COM1: CHNL 11 NWS-11<											
18		1135P-1235A	30	5	\$300.00	9/13	9/13	2		THU	2
PROGRAM : TONITE SHW-NBC<											
CON COM1: TONITE SHW-NBC<											
19		1235A-135A	30	5	\$200.00	9/13	9/13	1		THU	1
PROGRAM : J FALLON-NBC<											
CON COM1: J FALLON-NBC<											
20		135A-205A	30	5	\$125.00	9/13	9/13	1		THU	1
PROGRAM : C-DALY-NBC<											
CON COM1: C-DALY-NBC<											

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:LINE#:REP	:CD	TIME PERIOD	:LGTH	:SEC	RATE	:START DATE	:END DATE	:SPTS/WK	WEEK INVT	DAYS	:TOTL SPTS:
21		430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30	5	\$125.00	9/13	9/13	1		THU	1
22		500P-530P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	5	\$600.00	9/13	9/13	1		THU	1
23		530P-600P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	5	\$600.00	9/13	9/13	1		THU	1
24		700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	5	\$1,250.00	9/13	9/13	1		THU	1
25		700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30	5	\$475.00	9/13	9/13	1		THU	1
26		1135P-1235A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30	5	\$300.00	9/12	9/12	2		WED	2
27		1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30	5	\$200.00	9/12	9/12	1		WED	1
28		135A-205A PROGRAM : C-DALY-NBC< CON COM1: C-DALY-NBC<	30	5	\$125.00	9/12	9/12	1		WED	1
29		430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30	5	\$125.00	9/12	9/12	1		WED	1

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30		500P-530P	30		\$600.00	9/12	9/12	1		WED	1
PROGRAM : FIRST AT 5											
CON COM1: FIRST AT 5											
31		530P-600P	30		\$600.00	9/12	9/12	1		WED	1
PROGRAM : FIRST AT 5											
CON COM1: FIRST AT 5											
32		700P-730P	30		\$1,250.00	9/12	9/12	1		WED	1
PROGRAM : JEOPARDY											
CON COM1: JEOPARDY											
33		700A-900A	30		\$475.00	9/12	9/12	1		WED	1
PROGRAM : TODAY SHW											
CON COM1: TODAY SHW											
SEP/12		18760.00									
										CONTRACT TOTAL	18760.00
										TOTAL SPOTS	39

MARKET TOTALS \$75,040 WPXI 25% KDKA 34% WTAE 24% WPGH 17% CABL 0% WPCW 0% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*